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## PROFESSIONAL SUMMARY

Talented and results-oriented creative professional with experience leading teams, managing budgets, and developing strategies to engage target audiences. Proven track record of developing successful and innovative advertising and marketing campaigns that improve brand visibility and increase revenue. Possesses an excellent eye for detail and a nuanced understanding of brand voice and messaging.

## SKILLS

- Creative Management
- Corporate Identity
- Marketing Leadership
- Advertising

## WORK HISTORY

### Independent Contractor – Creative (Remote)

[Set Jet](#) • Contract • Scottsdale, AZ • Nov 2022 – Present

A membership-based private jet charter service, dedicated to delivering an elevated, true private jet experience.

- Monitored industry trends to keep creative materials fresh and engaging.
- Designed innovative creative strategies to raise brand awareness and engagement for the organization.
- Created new advertising campaigns that successfully generated increased brand awareness and recognition.

### Director of Creative (Remote)

[WRAP](#) • Full-time • Tempe, AZ • Jan 2021 – Oct 2022

Publicly traded company and global leader in innovative public safety technologies and services.

Provided the creative team with guidance, concepts, and strategies to drive new campaigns and marketing content for growth. Focused on brand positioning, creative strategy, and content strategy within a fast-growing global B2B brand.

- Set standards for visual design and guided tactical execution for consistency across paid/owned/earned touchpoints (digital & print collateral, sales materials, digital marketing, website, social, etc.) for B2B audiences.
- Worked closely with and managed outside branding agency to bring an updated WRAP brand strategy to life by setting standards for creative execution (design, look, feel, tone, messaging, etc.).
- Developed marketing campaigns that translated objectives across markets into clear and motivating creative strategies.

### Creative & Marketing Manager

[Blade-Tech Industries](#) • Full-time • Streetsboro, OH • Mar 2019 – Dec 2020

Global manufacturer of carry gear for civilian, military, and law enforcement markets.

Responsible for elevating the quality and creativity of marketing materials across all channels to drive brand awareness and engagement for e-commerce websites, retail stores, social platforms, email marketing, packaging, and product cards.

- Created company brand messaging, collateral materials, promotional strategies, and product commercialization.
- Boosted brand awareness and generated leads while managing internal and external marketing campaigns.
  - Built, launched, and maintained the Shopify Plus e-commerce store through custom liquid programming (Shopify Liquid, HTML5, CSS3, and JavaScript). Developed custom solutions implementing and debugging third-party apps.

## Creative & Marketing Freelancer

[Creative Freelance Consultant](#) • Freelance • Scottsdale, AZ – Cleveland, OH • Jan 2016 – Present

Provide clients with creative solutions, design services, and a little pixel magic. Supply marketing services and deliverables across various platforms in digital, motion graphics, UI/UX responsive design, custom coding, and print.

- Collaborated with clients to define project requirements and deliverables.
- Negotiated fees and contracts to reach mutually beneficial agreements with clients.

## Corporate Marketing Director

[Land Advisors Organization](#) • Full-time • Scottsdale, AZ • Jan 2015 – Jan 2016

The nation's largest brokerage firm focused exclusively on land with coverage across 22 offices.

Oversaw a 2-person marketing team to execute marketing initiatives across event coordination, branding, public relations, and business development—managed marketing activities for 22 offices across the U.S.

- Oversaw social media initiatives, brand positioning, messaging, advertising, online presence, and e-marketing that elevated the company's overall brand value.
- Partnered with internal teams to ensure marketing deliverables met timelines and compliance needs.
- Represented the brand in all PR efforts, industry panels, and corporate communications initiatives.

## Creative Director

[Axon](#) • Full-time • Scottsdale, AZ • Jul 2002 – Jan 2015

Publicly traded tech company delivering devices and apps in 100+ countries around the world.

Hired as the first member of the creative team to support the company's growth from a start-up organization to an industry leader. Managed an in-house agency for print and digital marketing, while supporting customers, investors, and colleagues.

- Spearheaded all new product launches that resulted in \$165M in revenue (2014). Executed highly- successful print and digital campaigns despite limited budgets and resources.
- Developed, maintained, and updated all content for print and digital media, promotional pieces, trade events, and logos for new products. Built and maintained websites and social networking sites. Produced and edited movies and motion graphics. Created new consumer packaging for all proprietary brands.
- Ensured all creative and campaigns adhered to corporate brand guidelines and industry standards.

## PATENTS

### Three-Cartridge Electronic Control Device

Issued Jan 4, 2011, • us D630,290

Assigned to TASER International, Inc.

### Registered Trademark

Issued Mar 9, 2009 • us 4,517,938

TASER International, Inc. mark consists of an image of a stylized lightning bolt within a circle.

## EDUCATION

### Bowling Green State University

Bachelor of Science (BS), Visual Communications Technology

Bowling Green, OH